

## Excellence

We continually strive to achieve high levels of quality and professionalism in our academic programmes. By embracing challenges and transforming them into opportunities through our creativity and innovativeness, we create a cutting-edge learning organization and pursue the elusive ideal of excellence. We believe in doing the best and being the best.

## Results

We pursue our targets with resolve. We achieve empowerment of our students with sound academic competencies and useful practical skills; contribution to the professional growth of our ERCI team members; and creation of shareholder value.

## Customer Focus

We focus on our customers and aim to exceed their expectations. We train, develop and empower our internal customers, ie our own ERCI team members, to delight our external customers.



In a recent trip to Macau, our BBA and MBA students majoring in Tourism & Hospitality Management have gained lots of unforgettable & fulfilling experiences.

ERC Institute's students were hosted at the Grand Lisboa Casino, by Ms Serene Chia and her colleagues. Ms Chia is the Director of Marketing at Grand Lisboa and a true-blue Singaporean, who is enjoying a very successful career in Macau's casino industry. The Grand Lisboa is the pride of casino mogul Dr. Stanley Ho, which with its golden lotus shape forms a not-to-be-missed landmark of Macau.

Our students acquired first-hand valuable industry knowledge on casino operations through the engaging and explorative tour and activities held onsite.

As a result of this successful study trip, some of our students have gained more confidence and now feel better equipped for the journey into Singapore's No.1 Choice in the Tourism and Hospitality Industry!

### Appreciation Ceremony



Token of appreciation was presented to Nicholas Wong (left), a Senior Guest Services Manager of Grand Lisboa by Dr. Juergen Rudolph, Director of ERC Institute.

*"This is an unforgettable and fulfilling study trip filled with all the beautiful memories built on an unexpectedly strong platform of Espirit de Corps among the BBA students."*

*ERC institute has enabled me to acquire valuable knowledge, on a fun and explorative platform.*

*After this study trip, I am confident and looking forward to be part of the historic journey into making Singapore the No.1 choice for tourism and business travelers in her Integrated Resorts."*

**Dennis Lin**  
**BBA Intake 7**



*"Overall, I do enjoy the Macau Trip programme as I have not only learnt about different marketing strategies used by different Casinos, they also provide many different forms of entertainment to keep consumer coming back to use their gambling facilities."*

*Most important of all is we are open to opportunity to meet with other students from different walk of life and lifestyles to build new networks and friendships."*

**Jourdan Sim**  
**BBA Intake 5**

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